MARKETING MILESTONES - AUGUST '03 LAUNCH

Step	Due Date	Purpose
Begin internal communication validation	2/15/03	
Receive internal communication validation results	3/3/03	Gain learning on any changes needed prior to fielding 3rd Party validation
Final JLI SAB Meeting	3/7/03	Serves as approval of science/support for claim
Begin 3rd Party communication validation	3/10/03	Verify communications are not false or misleading. **Note: These results may be required prior to meetings with certain key stakeholders (e.g., FTC)**
Complete 3rd communication validation	4/28/03	
All materials final/approved for Press Release	5/5/03	Corp Affairs/Sr Mgmt communication of claim to press
Begin 3rd Party communication validation (Wave II)	5/10/03	Validate additional communication pieces needed for by August Retail launch includes adult smoker website
Sr. Mgm't/Corp Affairs mtgs. With press/govt	5/12/03	Announcement of the claim communication
Sales Meeting	5/14/03	Introduce Accord to Field Sales in selected geography and initiate selling to Wholesale and Retail customers
Retail & Wholesale Sell-In Begins	5/15/03	Sales Force explains/sells product to potential wholesale and retail customers
Product Ships to Public Warehouses	6/16/03	Store product in preparation for delivery to wholesalers.
Complete 3rd Party communication validation	6/27/03	Triggers approval of adult smoker website and other materials (Brand ads, direct mail)
1st Delivery to Wholesale	7/21/03	Wholesalers prepare product for retail deliveries.
Product in Retail Stores	8/18/03	Product is available for adult smoker purchase in stores.

Assumptions:

* March SAB to trigger external validation (March SAB is on 3/6-7)
* Substantiation file (SDS) completed prior to the March SAB to ensure Legal approval of substantiation before 3rd Party Validation

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Source: https://www.industrydocuments.ucsf.edu/docs/xxdk0001